

REVENUE FORECASTING AND SALES FORCE MANAGEMENT USING STATISTICAL ANALYSIS

ABSTRACT OF THE DISCLOSURE

5 The invention is directed to statistically quantifying sales opportunities in order to
forecast revenue and generate solution-oriented sales plans. The system includes a database
of business opportunities and associated conditions. The database represents a mathematical
model, such as a Bayesian model, where the conditions and business opportunities are
represented as objects within the model. A statistical engine analyzes the database and
10 generates a probability set indicating the probability of successfully achieving the business
opportunities. A network interface allows a user, using a remote computer, telephone or
personal digital assistant (PDA), to communicate with the system and input data, such as the
status of the particular conditions. The statistical engine adaptively adjusts the model. A
marketing engine generates a sale plan as a function of the probability set. The sales plan
15 includes a list of activities necessary to achieve each business opportunities. A reporting
engine generates a revenue report as a function of the probability set.